

FY19/20 Profitability

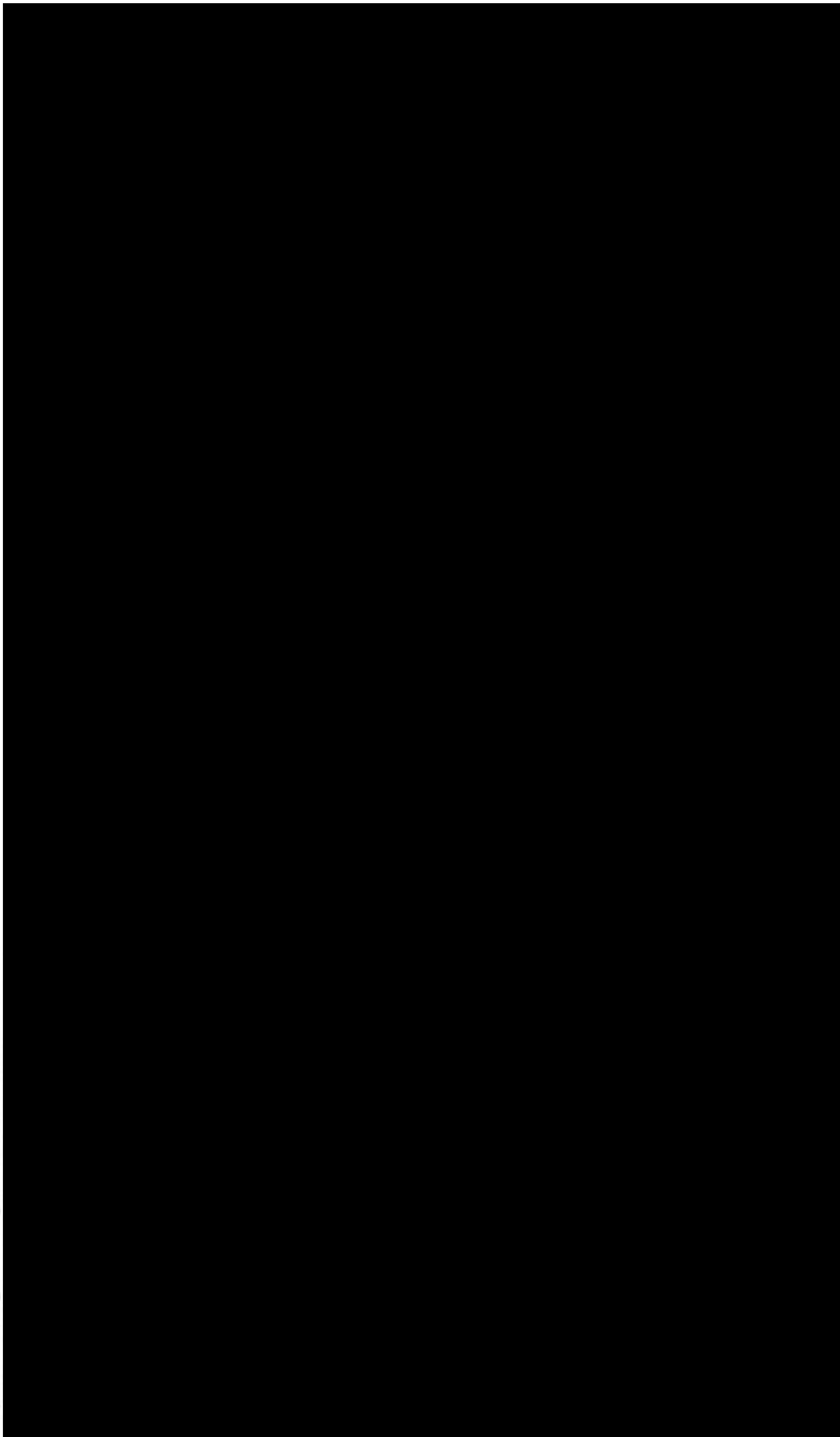
Profitability Benchmarking

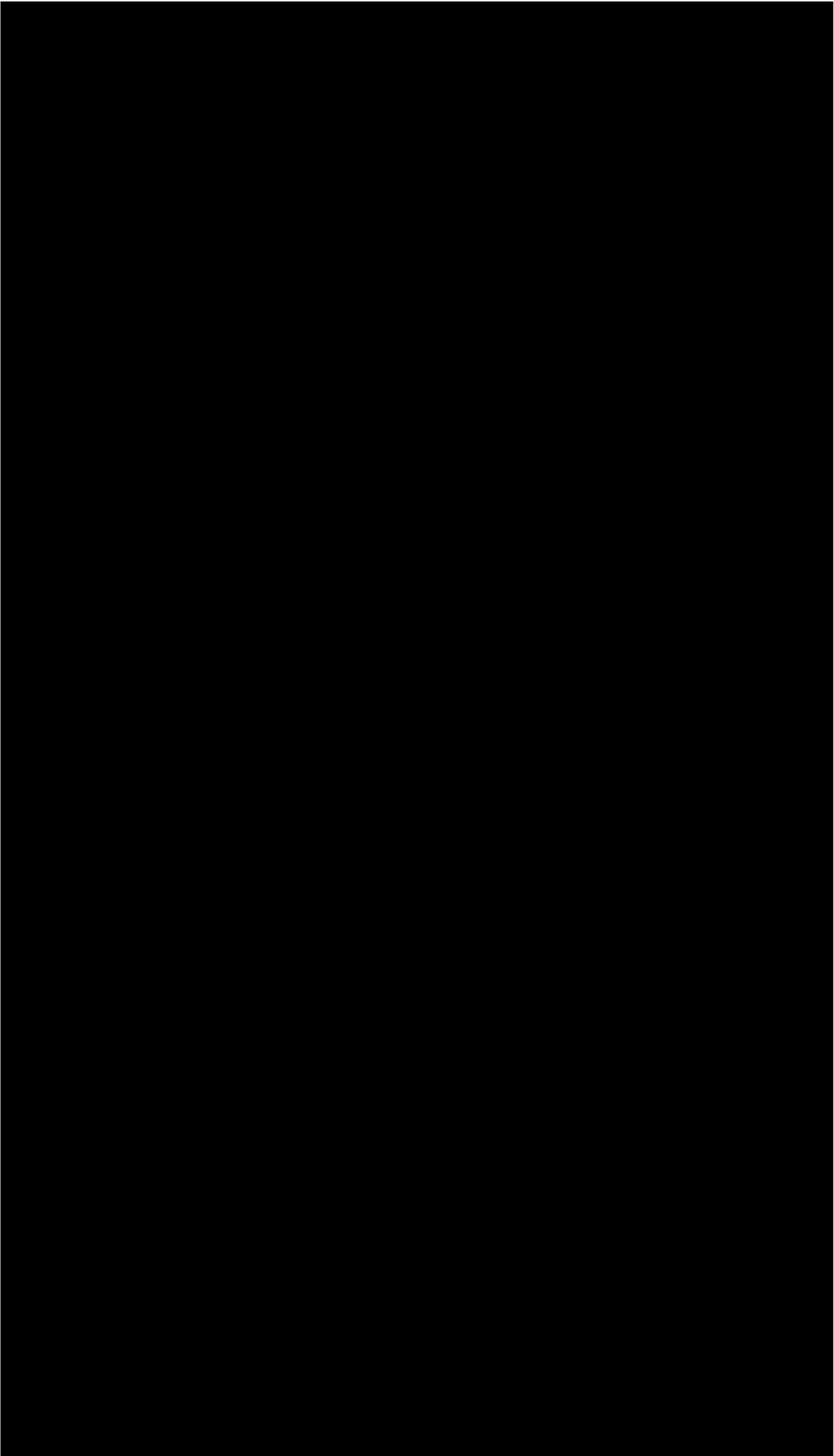
09/25/19

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Corporate FP&A

Apple Confidential — Need to Know



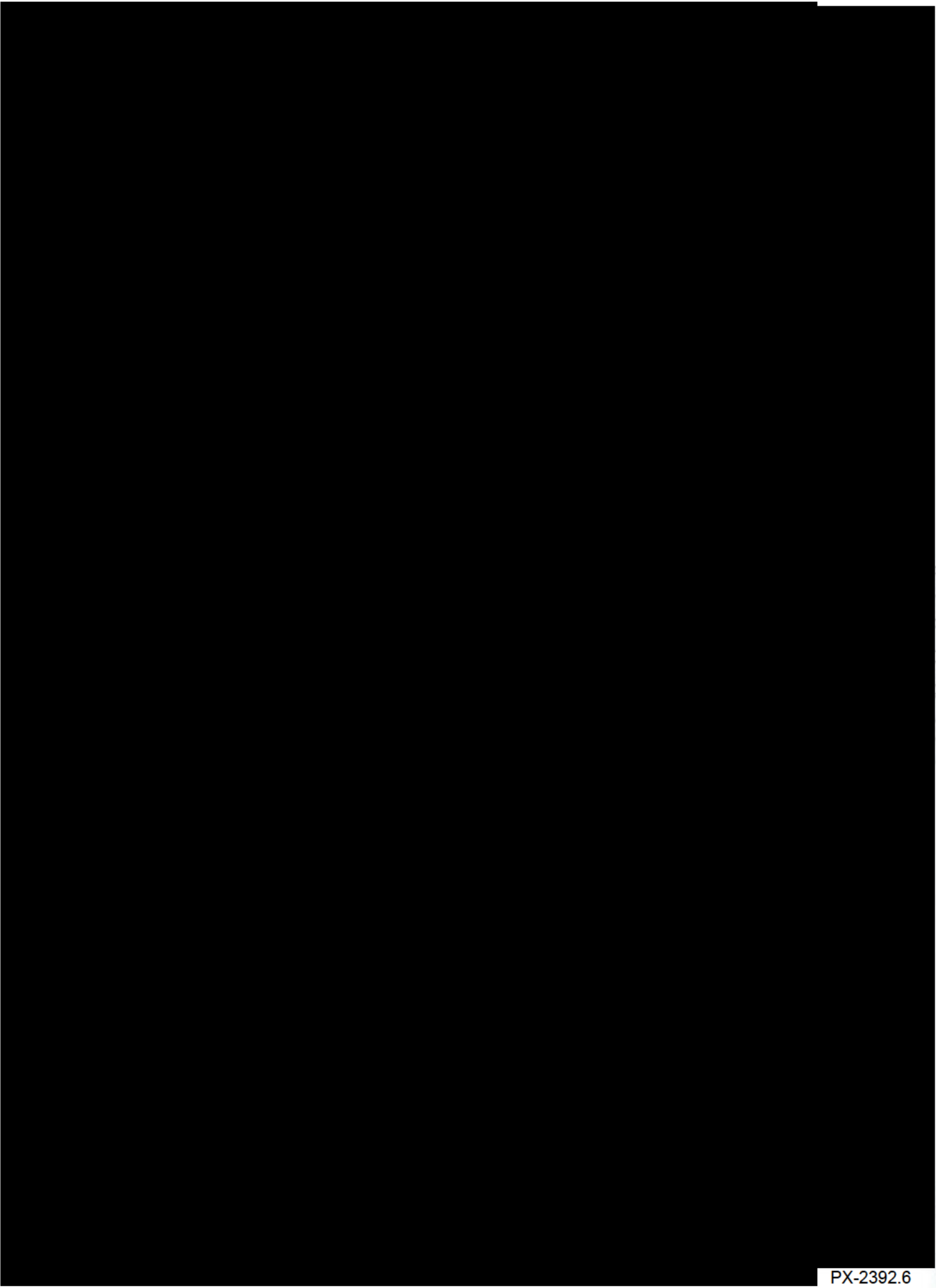


Appendix:

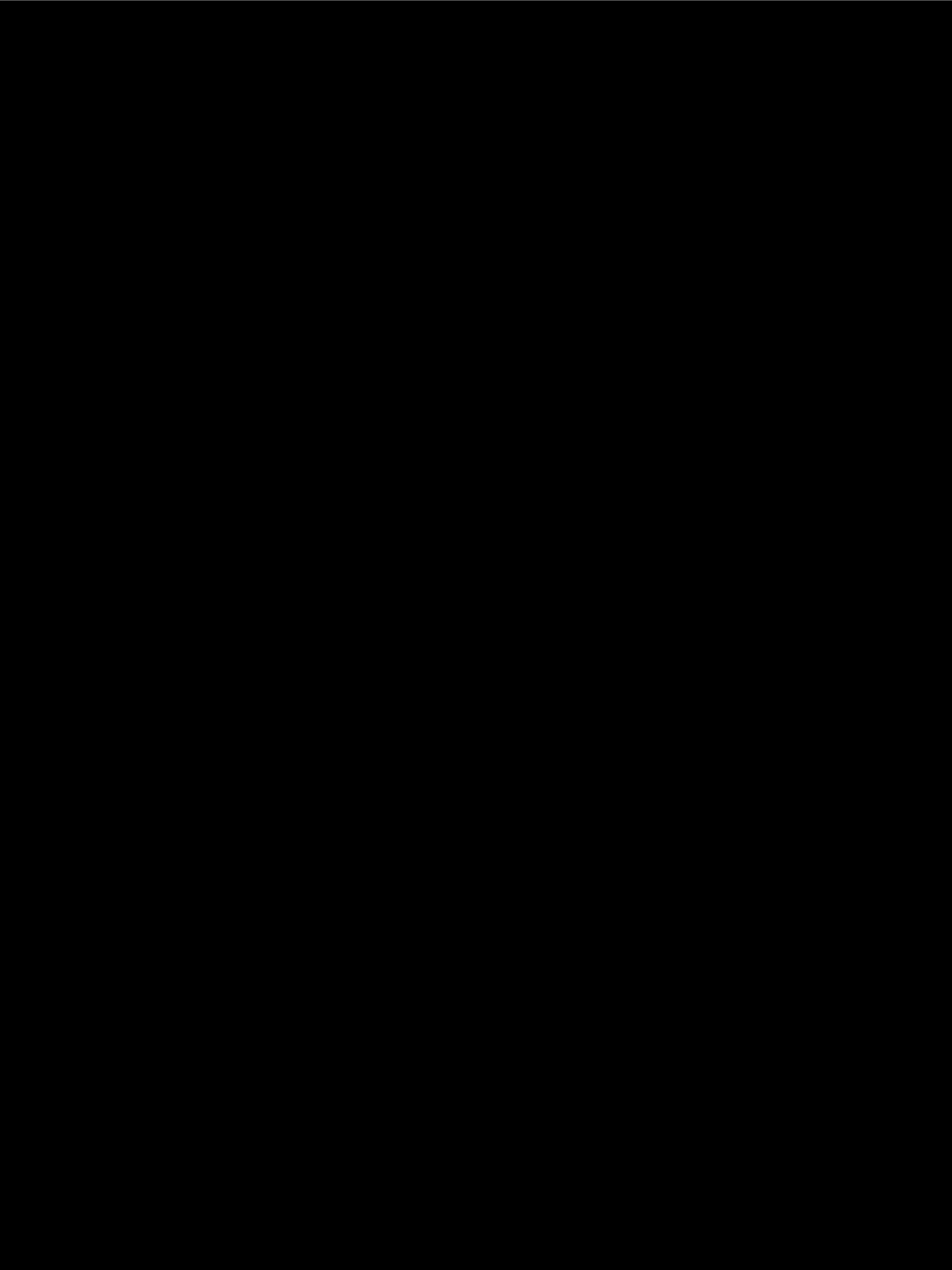
Operating Margin v Rev Growth Comparison

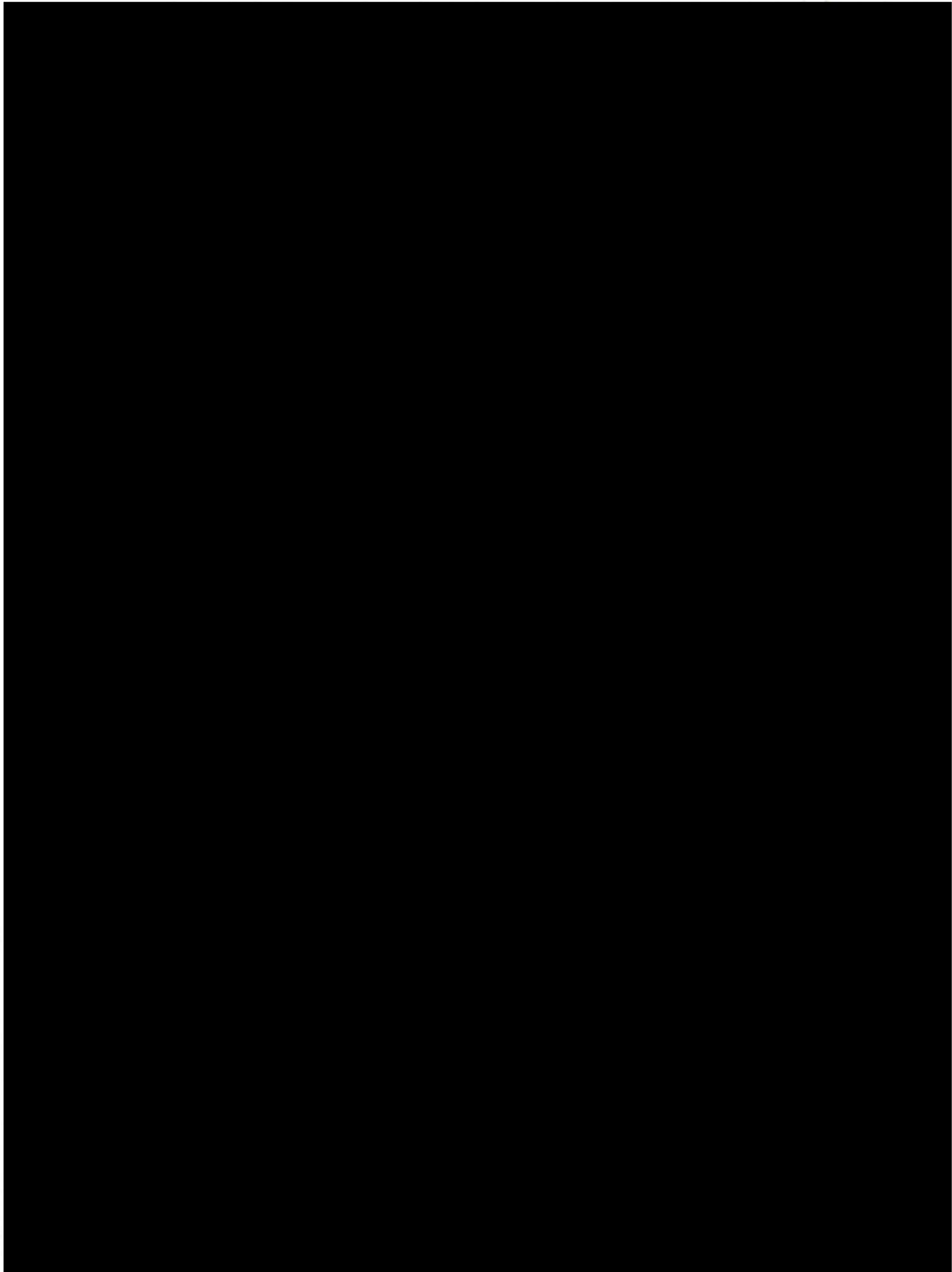
P&L Metrics Comparison

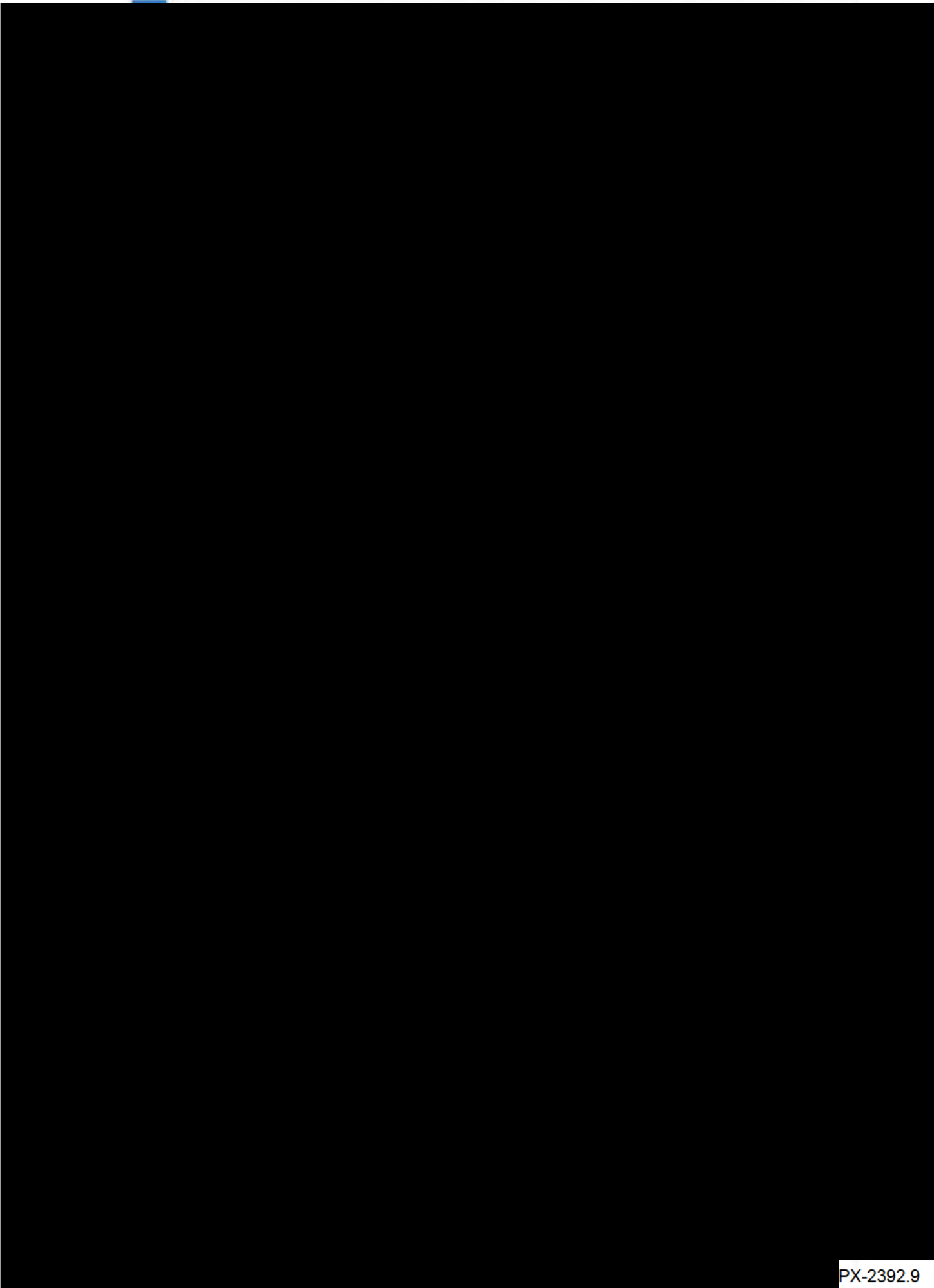
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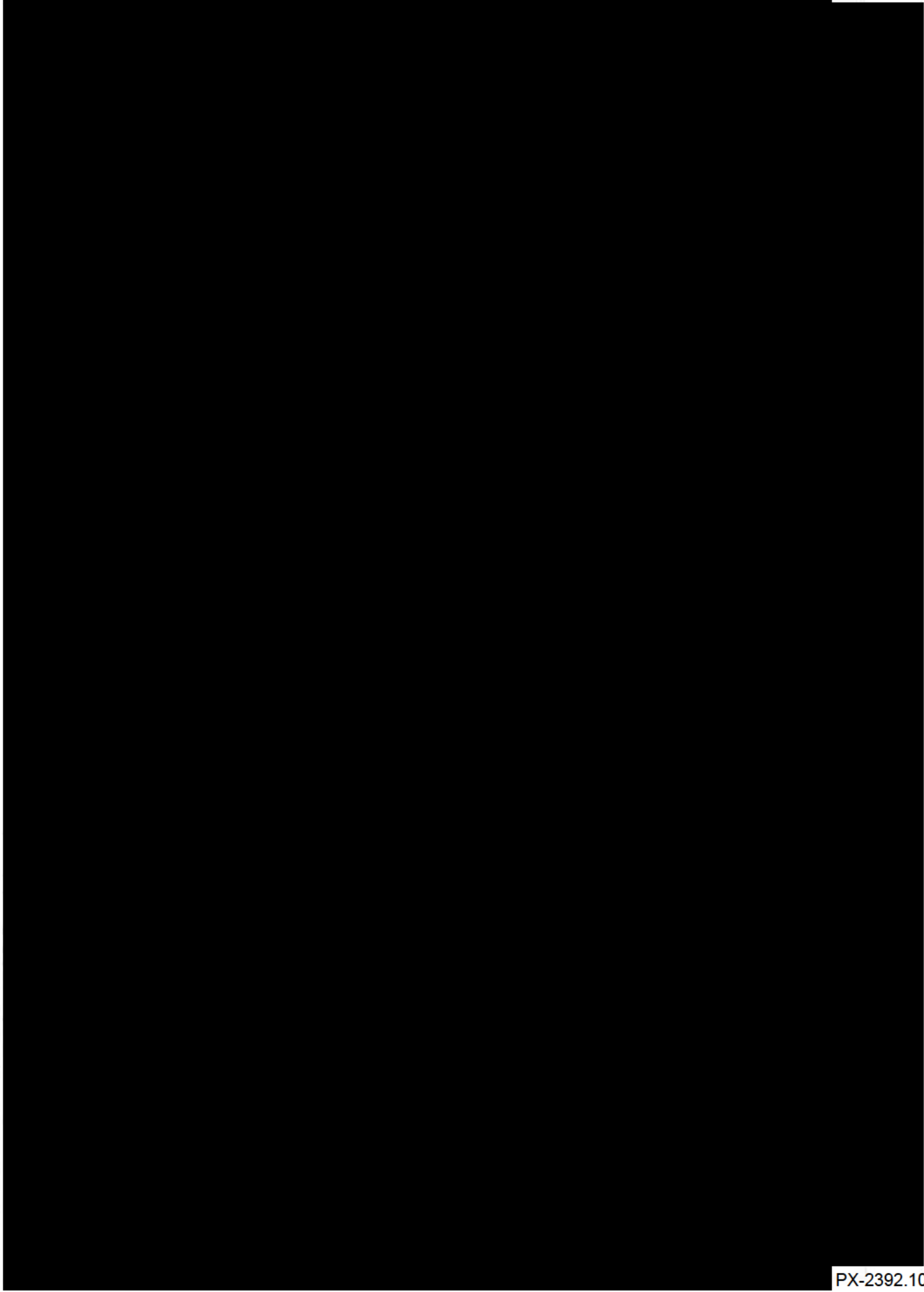
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PX-2392.9



PX-2392.10

